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at approximately time of broadcast of the program, issuing a second notification to notify the viewer of the broadcast of the program.

12. (Previously Amended) The method as set forth in claim 11, further comprising switching a broadcast receiver to tune to the program when the viewer selects to view the program in response to the second notification.

13. (Currently Amended) The method as set forth in claim 11, wherein issuing a second notification comprises displaying on a viewing device the second notification.

14. (Previously Amended) The method as set forth in claim 11, wherein issuing a second notification comprises issuing the second notification that includes a program selector to enable the viewer to select to view the program.

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15. (Original) The method as set forth in claim 14, wherein the program selector comprises a button.

16. (Previously Amended) The method as set forth in claim 13, wherein the second notification includes a button enabling the viewer to select to view the program, said method further comprising switching a broadcast receiver to tune to the program when the viewer selects the button.

17. (Original) The method as set forth in claim 11, wherein the time at which the second notification is issued is derived from program information retrieved.

18. (Previously Amended) The method as set forth in claim 11, wherein the first notification includes a button enabling the viewer to indicate interest.

19-20. (Cancelled)

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21. (Currently Amended) An apparatus local to a viewer comprising:
a first receiver configured to receive broadcast signals;
a second receiver configured to receive at least one control signal;
a controller coupled to the first receiver and second receiver, said controller configured to retrieve program information in response to receipt of the control signal, store the program information local to the viewer, and issue, at approximately a time of broadcast, a notification to the viewer of the broadcast of the program, the controller further configured to generate a second notification during broadcast of an advertisement of the program asking the viewer whether the viewer has interest in viewing the broadcast of the program, wherein said control signal is generated by the viewer responding to the second notification.

22. (Original) The apparatus as set forth in claim 21, wherein the second notification comprises a notification window superposed over the advertisement broadcast.

23. (Previously Amended) The apparatus as set forth in claim 21, wherein the viewer indicates interest in the program by selection of a button located in the notification window, wherein the control signal is generated in response to the viewer indicating interest.

24. (Previously Amended) The apparatus as set forth in claim 21, wherein the notification includes a button enabling the viewer to select to view the program, said controller further configured to control to switch a broadcast receiver to tune to the program when the viewer selects the button.

25. (Previously Amended) The apparatus as set forth in claim 21, wherein the second receiver is further configured to tune to the program when the viewer selects to view the program in response to the notification.

26. (Previously Amended) The apparatus as set forth in claim 21, further comprising a viewing device, said notification displayed on the viewing device.

27. (Previously Amended) The apparatus as set forth in claim 21, wherein the notification comprises further comprises a program selector to enable the viewer to select to view the program.

28. (Original) The apparatus as set forth in claim 27, wherein the program selector comprises a button.

29. (Original) The apparatus as set forth in claim 26, wherein the notification includes a button enabling the viewer to select to view the program, second receiver tuning to the program when the viewer selects the button.

30. (Original) The apparatus as set forth in claim 27, wherein the time at which the notification is issued is derived from program information retrieved.

31. (Previously Amended) The apparatus as set forth in claim 21, further comprising an electronic program guide, said user interest indicated by reference to the electronic program guide.

32. (Previously Amended) The apparatus as set forth in claim 21, further comprising a calendar identifying at least one program of interest to the viewer.

33-35. (Cancelled)

36. (Currently Amended) A computer readable medium containing executable instructions which, when executed in a processing system local to a viewer, causes the processing system to perform operations for alerting a viewer of a program comprising:
issuing a first notification during a broadcast of an advertisement of an upcoming program, said first notification asking a the viewer whether the viewer has interest in viewing the broadcast of the program;

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~~receiving a signal indicating viewer interest in a program, the signal being generated by the viewer responding to the first notification;
retrieving program information in response to the received signal;
storing the program information local to the viewer; and
at approximately time of broadcast of the program, issuing a second notification to notify the viewer of the broadcast of the program.~~

37. (Original) The computer readable medium set forth in claim 36, further comprising instructions, which when executed, switch a broadcast receiver to tune to the program when the viewer selects to view the program in response to the second notification.

38-42. (Cancelled)

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43. (Previously Added) The method as set forth in claim 11, wherein the first notification includes a program selector enabling the viewer to select to record the program.

44. (Previously Added) The method as set forth in claim 11, wherein the second notification includes a program selector enabling the viewer to select to record the program.

45. (Previously Added) The method as set forth in claim 11, further comprising recording the program when the viewer selects to record the program in response to the second notification.

46. (Previously Added) The method as set forth in claim 11, wherein the processor system is a computing system that controls a display.

47. (Previously Added) The method as set forth in claim 11, wherein the processor system is a handheld device.

48. (Previously Added) The method as set forth in claim 47, wherein the handheld device is selected from a group consisting of a phone, a personal data assistant (PDA), and a remote control.

49. (Previously Amended) The apparatus as set forth in claim 21, wherein the notification includes a button enabling the viewer to select to record the program, the controller further configured to record the program when the view selects the button.

50. (Previously Amended) The apparatus as set forth in claim 21, wherein the controller is a computing system that controls a display.

51. (Previously Amended) The apparatus as set forth in claim 21, wherein the controller is a handheld device.

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52. (Previously Added) The apparatus as set forth in claim 51, wherein the handheld device is selected from a group consisting of a phone, a personal data assistant (PDA), and a remote control.

53-56. (Cancelled)

57. (Previously Added) The computer readable medium as set forth in claim 36 further comprising instructions which, when executed, record a program when the viewer selects to record the program in response to the second notification.

58. (Previously Added) The computer readable medium as set forth in claim 36, wherein the processing system is a computing system that controls a display.

59. (Previously Added) The computer readable medium as set forth in claim 36, wherein the processing system is a handheld device.

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60. (Previously Added) The computer readable medium as set forth in claim 59, wherein the handheld device is selected from a group consisting of a phone, a personal data assistant (PDA), and a remote control.
